

Panaji, 5th March, 2020 (Phalgun 15, 1941)

SERIES II No. 49

OFFICIAL GAZETTE

GOVERNMENT OF GOA



PUBLISHED BY AUTHORITY

EXTRAORDINARY

GOVERNMENT OF GOA

Office of the Collector, North Goa District

— Order

No. MCMC/ZP Elections, 2020/01

Subject: Media Monitoring & Certification.

Whereas, that the Hon'ble Supreme Court of India, by its interim Order dated 02-04-2004 passed in SLP (Civil) No. 6679/2004 (Ministry of Information and Broadcasting V/s. M/s. Gemini TV and others), in substitution of the order under challenge, had directed as under:-

- a) No cable operator or TV channel shall telecast any advertisement, which does not conform to the law of the country and which offends the morality, decency and susceptibility of views or which is shocking, disgusting and revolting;
- b) The telecast during the operation of the Model Code of Conduct shall be monitored by the Goa State Election Commission;
- c) The question as to whether the expenditure incurred by the candidate on inserting such advertisement should or should not be included, shall be considered by the committee to be appointed in this regard; and
- d) The Goa State Election Commission shall lay down the modalities whether such advertisements are in conformity with law.

In order to preview, scrutinize and verify all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic/print/social media, in terms of Hon'ble Supreme Court Order dated 13th April, 2004 in SLP (Civil) No. 6679/2004 and ECI's subsequent Order No. 509/75/2004/J.S.-I dated 15th April, 2004, a Media Certification and Monitoring Committee (MCMC) of North Goa District has been constituted by the District Magistrate and District Election Officer, North Goa District vide Order No. 5-52-2020/ELN/ZP/91 dated 28-02-2020 for the purpose of previewing, scrutinizing and verifying all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the Electronic Media/Print Media/Social Media.

Every registered National and State, Political Party and every contesting candidate proposing to issue advertisements on Print Media/Electronic Media/Social Media and Television Channels will have to apply for pre-certification of advertisements to the Media Certification and Monitoring Committee (MCMC) of North Goa District in Annexure "A" (Application for certification of Advertisement) not later than 3 days prior to the date of the proposed commencement of the telecast of such advertisement. In case of any other person or unregistered political parties, they will have to apply in writing in Annexure "A" to the MCMC not later than 7 days prior to the date of the telecast. Such application shall be accompanied by two copies of the proposed advertisement in electronic

form alongwith the duly attested transcript thereof. In case of earlier, the application shall be disposed within two days of its receipt and in case of later, the application shall be disposed within 3 days of its receipt.

The application for certification shall contain following details:-

- I. The cost of production of the advertisement.
- II. The approximate cost of proposed telecast of such advertisement on a television channel or cable network with the break-up of number of insertions and rate proposed to be charged for each such insertion.
- III. It shall also contain a statement whether the advertisement inserted is for the benefit of the prospects of the election of a candidate(s)/parties.
- IV. If the advertisement is issued by any person other than a political party or a candidate, that person shall state on oath that it is not for the benefit of the political party or a candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate.
- V. A statement that all the payments shall be made by way of cheque or demand draft.

The MCMC will scrutinize the applications received and if the committee is of the opinion that the proposed advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India, then the committee shall issue the certificate of advertisement for telecast in Annexure "B". After obtaining the certificate in Annexure "B", the applicant shall produce the same before the Print Media/Electronic Media/Social Media for telecasting the proposed advertisement.

All the Editors/Managements of Print Media/Electronic Media/Social Media and Television Channels are hereby informed to insist on certificate in Annexure "B" issued by the Media Certification and Monitoring Committee (MCMC) before telecasting or publishing any advertisement from any individual and daily report of such advertisement shall be submitted to the Returning Officer without fail.

Gopal A. Parsekar, District Magistrate & DEO, North Goa District.

Panaji, 5th March, 2020.

Mobile Nos.
ANNEXURE-A

Application for certification of advertisement

I

- (i) Name and full address of the Applicant.
- (ii) Whether the advertisement is by a Political Party contesting candidate or any other person/group of persons/association/organization/Trust (give the name).
- (iii) (a) Incase of Political Party, the status of the Party (Whether recognized National/ / State/unrecognized Party).
- (b) Incase of a candidate, name of the Parliamentary Assembly Constituency from where contesting.
- (iv) Address of Headquarters of Political Party group or Body of persons, associations, organizations/Trust.
- (v) Channels/Cable networks on which the advertisement is proposed to be telecast.
- (vi) (a) Is the advertisement for the benefit of prospects of elections of any candidate(s).
- (b) If so, give the name(s) of such candidate(s) with full address and name(s) of constituency(ies).
- (vii) Date of submission of the advertisement.
- (viii) Language(s) used in advertisement (advertisement is to be submitted with two copies in electronic form alongwith a duly attested transcript)
 - (a) Title of advertisement.
 - (b) Cost of production of the advertisement.
 - (c) Approximate cost of proposed telecast with the breakup of number of insertions and rate proposed for each such insertion.
 - (d) Total expenditure involved (in Rupees).

II

I, Shri/Smt..... S/o, D/o, W/o, full address)..... undertake that all payments related to the production and telecast of this advertisement will be made by way of Cheque/Demand Draft.

Place:

Date:

Signature of the Applicant

III

(Applicable for advertisement for a person/persons, other than a Political Party or a Candidate)

I, Shri/Smt S/o, D/o, W/o, full address)..... hereby state and affirm that the advertisement(s) submitted herewith is not for the benefit of any Political Party or any Candidate and that this advertisement(s) has/have not been sponsored/commissioned or paid for by any Political Party or a Candidate.

Signature of the Applicant

Place:

Date:

ANNEXURE-B

Certification of Advertisement for Telecast/Broadcast/Social Media/Print Media

<ol style="list-style-type: none">1. Name and address of the applicant/Political Party Candidate/Person/Group of Persons/Association/ Organization Trust2. Title of advertisement3. Types of advertisements & duration4. Language(s) used in advertisement5. Channels on which advertisement to be telecasted6. Total expenditure	
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Certified that the above advertisements are for telecasting as per guidelines prescribed by the Hon'ble Supreme Court of India.

www.goaprintingpress.gov.in

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